

Appendices

Appendix 1. Invitation letter to residents or information providers of Broomhall to take part in this PhD research project

Sheffield [Date]

[Organisation; Institution, if any]

[Address, if available] [Name of resident/information provider]

Re: **BROOMHALL: INVITATION TO TAKE PART IN A RESEARCH PROJECT**

Dear [surname of prospective interviewee],

I am a research student in the Department of Information Studies at the University of Sheffield doing doctoral research into the information needs of and issues being faced by the residents of Broomhall and the roles of information providers regarding these needs and issues. I am not a member of staff of this university, or of any political party, company, or any private or public organisation. My research is completely academic and only for the sake of fostering the public knowledge in an independent, critical and rigorous way. It is my hope that from its results the quality of life of the residents from these communities may be improved and public policy may be informed.

I am conducting a series of interviews in this community. I became aware of you by a reference from [name of other resident/information provider; if known], and through my literature review and a pilot project I have conducted from 2003 to 2004 [if this is the case], and as part of my research I would very much like to hear your opinions. Could you help me with this community research? If you can, I would like to arrange an appointment with you as soon as possible to carry it out.

These interviews are simply an opportunity for me to ask you a few questions, and then listen to your opinions. Your answers will provide the raw material for my research. The answers will be completely anonymous and no one's responses will be identified personally. I hope you will share your opinions openly and honestly.

The meeting is informal, and will last no more than an hour.

I need your help and I hope you will take part. Please contact me if you can take part and if you would like any more information.

May I thank you in anticipation of your cooperation.

Mr. Zapopan Martín Muela-Meza
PhD Student
Department of Information Studies
University of Sheffield
Tel: (0114) 222 63 43
Fax: (0114) 278 0300
E-mail: Zapopan.muela@sheffield.ac.uk
E-mail: zapopanmuela@gmail.com
Web: <http://www.shef.ac.uk/is/research/phd.html>

Letter created by the author and approved on 30.08.2005 by my supervisors: Professor Nigel Ford, n.ford@sheffield.ac.uk, Tel: (0114) 2222637 and Briony Train, Lecturer, b.train@sheffield.ac.uk, Tel: 0114 2222653, the Department of Information Studies Research Committee, and the University of Sheffield Ethical Committee.

Appendix 2. Guide for individual and focus groups interviews to Broomhall residents (non prompted)

Instrument:	Guide for individual and focus groups interviews to Broomhall residents (prompted; this guide was not given to respondents and was withheld from their sight during the interview to avoid bias; the prompts were only used to encourage the respondent to talk, sometimes they were used, sometimes they were not)
Designed by:	Zapopan Martín Muela-Meza, PhD candidate, Department of Information Studies, University of Sheffield. Final version 30 August 2005.
Project:	<i>An Application of Community Profiling to Analyse the Information Needs and the Community Issues Affecting the People in Broomhall, Sheffield, and to Evaluate the Roles of their Information Providers</i> http://www.shef.ac.uk/is/research/phd.html
Supervisors:	Professor Nigel Ford and Briony Train, Lecturer

Ethical Note:

Dear respondent,

May I remind you an ethical note from the letter I sent you before: the answers will be completely anonymous and no one's responses will be identified personally or disclosed to any third parties. I hope you will share your opinions openly and honestly.

Questions:

1. What are the major features which describe the Broomhall community?
2. What do you think is the best and the worst thing about living in this community?
3. What are and have been the major needs, or issues or concerns you experience, or face in the community?
4. Where do you go to find facts to have a better understanding, or to find solutions to your needs, or issues, or concerns?
5. How well your needs are satisfied or your issues or concerns are alleviated from the people or institutions you sought for help?
6. What has worked and what hasn't worked and why?
7. Is there anything else you would like to add?

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Appendix 3. Guide for individual interviews to Broomhall information providers (non prompted)

Instrument:	Guide to interview Broomhall information providers (non prompted)
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Supervisors:	Professor Nigel Ford and Briony Train, Lecturer

Ethical Note:

Dear respondent,

May I remind you an ethical note from the letter I sent you before. The answers will be completely anonymous and no one's responses will be identified personally or disclosed to any third parties. I hope you will share your opinions openly and honestly.

Questions:

- 1 What are the major features which describe the Broomhall community you (or your organisation/institution) serve?
- 2 What do you think is the best and the worst thing for the people living in this community?
- 3 What are and have been the major needs, or issues or concerns you think people experience, or face in the community?
- 4 How do you (or does your organisation/institution) contribute with those people to find facts, or to have better understanding, or to find solutions to their needs, or issues, or concerns?
- 5 How well their needs are satisfied or their issues alleviated with your help (or with the help from your organisation/institution) when they have sought you (them) for help?
- 6 What has worked and what hasn't worked and why?
- 7 Is there anything else you would like to add?

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Appendix 4. Guide for individual and focus groups interviews to Broomhall residents (prompted)

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Ethical Note:

Dear respondent,

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Questions:

1 What are the major features which describe the Broomhall community?

Prompts: for example:

Population
ethnic minorities
languages
women
children and young people
elderly
people with disabilities
Culture
Festivals
Ethnic traditions
Land usage
Industry
Shops
Housing
Leisure facilities
Open spaces
Public services
Health services
Communications and transport: radio, TV, newspapers
Housing
Schools
Information services provision
Family
Friends
Community leaders
Advice centres
Churches
Libraries
Any other?

2 What do you think is the best and the worst thing about living in this community?

Prompts: Either they would be best or worst these issues could be:

Safety
Transport
Housing
Health

- 3 What are and have been the major needs, or issues or concerns you experience, or face in the community?

Prompts: For example:

Health issues
Social and economic issues
Employment opportunities
Any other?

- 4 Where do you go to find facts to have a better understanding, or to find solutions to your needs, or issues, or concerns?

Prompts: Or who do you ask for help? For example:

Relatives
Friends
Community leaders
Church leaders
Advice centres; e.g. Citizen's Advice Bureau
Libraries
Any other?

- 5 How well your needs are satisfied or your issues or concerns are alleviated from the people or institutions you sought for help?

- 6 What has worked and what hasn't worked and why?

- 7 Is there anything else you would like to add?

May I thank you in anticipation of your cooperation.

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Supervisors:	Professor Nigel Ford and Briony Train, Lecturer

Ethical Note:

Dear respondent,

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Questions:

- 1 What are the major features which describe the Broomhall community you (or your organisation/institution) serve?

Prompts: for example:

Population
ethnic minorities
languages
women
children and young people
elderly
people with disabilities
Culture
Festivals
Ethnic traditions
Land usage
Industry
Shops
Housing
Leisure facilities
Open spaces
Public services
Health services
Communications and transport: radio, TV, newspapers
Housing
Schools
Any other?

- 2 What do you think is the best and the worst thing for the people living in this community?

Prompts: Either they would be best or worst these issues could be:

Safety
Transport
Housing
Health
Any other?

- 3 What are and have been the major needs, or issues or concerns you think people experience, or face in the community?

Prompts: For example:

Health issues
Social and economic issues

Employment opportunities

Any other?

- 4 How do you (or does your organisation/institution) contribute with those people to find facts, or to have better understanding, or to find solutions to their needs, or issues, or concerns?
- 5 How well their needs are satisfied or their issues alleviated with your help (or with the help from your organisation/institution) when they have sought you (them) for help?
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Appendix 6. Information provision through the letter boxes of Broomhall homes (at least in section C), from 16 September 2006 to 16 March 2007 (full description of 74 documents)

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No.	Title of document	Type of document	Publisher	Date of provision
1.	New Tanning Studio	Commercial flyer (fashion related)	Consol Suncenter	2006.09.15
2.	£7.50 a month	Commercial flyer (Internet & cable TV related)	Sky TV	2006.09.15
3.	Somerfield, giving you what you want	Commercial flyer (supermarket related)	Somerfield	2006.09.15
4.	CostCutter, wow unbeatable value	Commercial flyer (supermarket related)	CostCutter	2006.09.15
5.	New Wongs Kitchen, Chinese & English hot meals to take away	Commercial flyer (takeaway fast food shop)	Wongs Kitchen	2006.09.15
6.	What's on at the Broomhall Centre, adult education classes, groups & youth programme from September 11 th 2006	Community & voluntary sector flyer (educational related)	Broomhall Centre	2006.09.15
7.	Oasis (takeaway)	Commercial flyer (takeaway fast food shop)	Oasis	2006.09.16
8.	We'll beat your car insurance renewal!	Commercial flyer (insurance related)	Churchill	2006.09.18
9.	New Roots, Shop for Justice	Commercial flyer (organic community shop)	New Roots	2006.09.18
10.	Most wanted Tex Mex pizza	Commercial flyer (takeaway fast food shop)	Domino's Pizza	2006.09.18
11.	<i>A-Z Guide to Public Services 2006/7</i>	Statutory sector book; directory to Sheffield City Council	Sheffield City Council	2006.09.19
12.	Your Sheffield, Putting You in the Picture, Winter/Spring 2007	Statutory sector booklet (public service accountancy related)	Sheffield City Council	2006.09.19
13.	Friends, Food & Fun	Community & voluntary sector flyer (religions & spirituality related)	Wycliffe Church	2006.09.21
14.	Noodle Inn	Commercial	Noodle Inn	2006.09.23

	Authentic Chinese Restaurant	flyer (restaurant related)		
15.	Wallop! Don't get hit by your car insurance renewal	Commercial flyer (insurance related)	Prudential	2006.09.25
16.	Elif, the Ultimate Takeaway	Commercial flyer (takeaway fast food shop)	Elif	2006.09.25
17.	Da Vinci's pizzas kebabs burgers	Commercial flyer (takeaway fast food shop)	Da Vinci's	2006.09.28
18.	<i>The Sheffield Weekly Gazette & Motors Today.co.uk (West)</i>	Commercial newspaper (news & publicity related)	www.Sheffieldtoday.Co.uk	2006.09.28
19.	CostCutter	Commercial flyer (Supermarket related)	CostCutter	2006.10.01
20.	Southern Fried Chicken (takeaway)	Commercial flyer (takeaway fast food shop)	Southern Fried Chicken	2006.10.02
21.	It's official... women are better drivers!	Commercial flyer (insurance related)	Sheilas Wheels	2006.10.03
22.	Inside...the 3p sachet that saved Amos' life	Community & voluntary sector flyer (poverty & children)	UNICEF	2006.10.03
23.	Persia (takeaway)	Commercial flyer (takeaway fast food shop)	Persia	2006.10.04
24.	Street Force, Broomspring Lane Area, Bring out your Rubbish Day Wednesday 11 October '06	Statutory sector flyer (environmental related)	Sheffield City Council and Elected Members of Broomhill/ Central/ Nether Edge Area Panel	2006.10.04
25.	Folk Concert 4 Palestine	Political organisation flyer (solidarity related)	Sheffield Palestine Solidarity Campaign	2006.10.05
26.	24 Self Video	Commercial flyer (video entertainment related)	24 Self Video	2006.10.09
27.	Sky TV from £7.50	Commercial flyer (Internet & cable TV related)	Sky TV	2006.10.11
28.	It's a girl thing	Community & voluntary sector flyer (health related)	Cancer Research UK	2006.10.11
29.	A taste of the Rockies in Sheffield	Commercial flyer (alcoholic drinks related)	Coors fine light beer	2006.10.21

30.	Pizza Panda, voted No. 1 Pizzeria in Sheffield (takeaway)	Commercial flyer (takeaway fast food shop)	Pizza Panda	2006.10.21
31.	Cheesy Bites pizza	Commercial flyer (takeaway fast food shop)	Pizza Hut	2006.10.21
32.	TV to suit your tastes	Commercial letter (Internet & cable TV related)	Sky TV	2006.10.21
33.	Rewrite the Future	Community & voluntary sector booklet (educational related)	Save the Children	2006.10.21
34.	Broomhall Muslim/Christian Dialogues	Community & voluntary sector flyer (religions & spirituality related)	Broomhall Centre	2006.10.21
35.	Somerfield, giving you what you want	Commercial flyer (supermarket)	Somerfield	2006.10.25
36.	Hillside Animal Sanctuary	Community & voluntary sector flyer (farm animal related)	Hill Top Farm, Norwich	2006.10.25
37.	<i>News S10</i>	Statutory sector newspaper on transport about the S10 district (news related)	Sheffield City Council	2006.10.25
38.	UK Mama, African/Caribbean Restaurant & Takeaway	Commercial flyer (takeaway fast food shop)	UK Mama	2006.11.06
39.	CostCutter	Commercial flyer (supermarket related)	CostCutter	2006.11.13
40.	African & Caribbean Xmas Multi-Cultural Party, Sunday 10 th December 2006 at Broomhall Centre	Commercial flyer (social party related)	UK Mama & Friends of Africa and Caribbean UK	2006.12.06
41.	Somerfield, giving you what you want	Commercial flyer (supermarket related)	Somerfield	2006.12.07
42.	The cost of a boiler breakdown could really add up	Commercial flyer (Plumbing; boilers; gas)	British Gas	2007.01.03
43.	Cheese feast pizza now at its 80's price	Commercial flyer (takeaway fast food shop)	Pizza Hut	2007.01.03
44.	Have an interest free year	Commercial flyer and application	MBNA Visa credit card	2007.01.03

		form (credit cards related)		
45.	Consultation on A Full Planning Application (Erection of rear lobby to Public House, Springfield Tavern 182-184, Broomspring Lane, Sheffield, S10 2FE	Statutory sector official letter (home building public consultation related)	Sheffield City Council, Development, Environment and Leisure	2007.01.03
46.	Stylish looks for Winter	Commercial booklet (health related)	Specsavers Opticians	2007.01.07
47.	Family Martial Arts	Commercial flyer (health & sports related)	Family Martial Arts	2007.01.07
48.	Home broadband from Orange	Commercial flyer (Internet related)	Orange	2007.01.07
49.	CostCutter	Commercial flyer (supermarket related)	CostCutter	2007.01.07
50.	Somerfield, giving you what you want	Commercial flyer (supermarket related)	Somerfield	2007.01.07
51.	Kebab World and Pizza (takeaway)	Commercial flyer (takeaway fast food shop)	Kebab World and Pizza	2007.01.07
52.	Pisa Pizza (takeaway)	Commercial flyer (takeaway fast food shop)	Pisa Pizza	2007.01.07
53.	Your Sheffield, Putting You in the Picture, Winter/Spring 2007	Statutory sector booklet (public service accountancy related)	Sheffield City Council	2007.01.07
54.	Home Energy Action Team (HEAT), Sheffield Roadshows	Community & voluntary sector flyer (home energy saving related)	HEAT	2007.02.01
55.	Da Vinci's pizzas kebabs burgers	Commercial flyer (takeaway fast food shop)	Da Vinci's	2007.02.03
56.	Cheese feast pizza now at its 80's price	Commercial flyer (takeaway fast food shop)	Pizza Hut	2007.02.06
57.	Da Vinci's pizzas kebabs burgers	Commercial flyer (takeaway fast food shop)	Da Vinci's	2007.02.07
58.	Join the Sky entertainment experience today	Commercial flyer (Internet & cable TV related)	Sky TV	2007.02.13
59.	Somerfield, giving you what you want	Commercial flyer (supermarket related)	Somerfield	2007.02.13
60.	Oasis (takeaway)	Commercial	Oasis	2007.02.13

		flyer (takeaway fast food shop)		
61.	Learning and Skills Open College	Community & voluntary sector flyer (educational related)	Learning and Skills Open College	2007.02.13
62.	Mohammad Azim's Focus	Political party flyer	Liberal Democrats Party	2007.02.20
63.	We'll beat your car insurance renewal!	Commercial flyer (insurance related)	Churchill	2007.02.21
64.	Save up to 40% on your heating bills with a new boiler	Commercial flyer (Plumbing; boilers; gas)	British Gas	2007.02.21
65.	Somerfield, giving you what you want	Commercial flyer (supermarket related)	Somerfield	2007.02.21
66.	Somerfield, giving you what you want	Commercial flyer (supermarket related)	Somerfield	2007.02.26
67.	3 months free central heating breakdown cover!	Commercial flyer (supermarket related)	Help Link UK Ltd.	2007.02.26
68.	Tandoori spice pizza	Commercial flyer (takeaway fast food shop)	Pizza Hut	2007.02.26
69.	Somerfield, giving you what you want	Commercial flyer (supermarket related)	Somerfield	2007.03.04
70.	Pizza Pan & Grills	Commercial flyer (takeaway fast food shop)	Pizza Pan & Grills	2007.03.07
71.	CostCutter, wow unbeatable value	Commercial flyer (supermarket related)	CostCutter	2007.03.09
72.	Get a nice surprise from BT, instead.	Commercial flyer (Telephone & Internet related)	BT	2007.03.15
73.	Isn't it about time you had more time?	Commercial flyer (domestic cleaning services related)	Domestic Cleaning Service	2007.03.16
74.	Somerfield, giving you what you want	Commercial flyer (supermarket related)	Somerfield	2007.03.16